

**DTX 625**  
**(NAVY-ADS-0000315296)**  
**(Excerpt)**  
**(Redacted)**



**:** All redactions proposed  
by the United States



**:** Additional information  
covered by confidentiality  
objections of third parties

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)					PAGE 2 OF 78	
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT	
	SEE SCHEDULE					
32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED:						
32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE			32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
			32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		37. CHECK NUMBER	
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL						
38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY				
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (Print)				
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	42b. RECEIVED AT (Location)			
		42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS			

AUTHORIZED FOR LOCAL REPRODUCTION  
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV 3/2005) BACK  
Prescribed by GSA  
FAR (48 CFR) 53.212

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## Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0001	Basic Advertising Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	12	Months	\$ [REDACTED]	\$ [REDACTED]
	Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016 FOB: Destination				
				MAX NET AMT	\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0002	Space Charges, Media Placement, FFP and Postage in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$46,140,000.00	\$46,140,000.00 NTE
	Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016 FOB: Destination				
				MAX NET AMT	\$46,140,000.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0003		1	Lot		

Additional Advertising Services

FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

\$ (blended hourly rate) x 900 hours = \$ (Amount)

(2) Creative Strategy, Execution, and Production:

\$ (blended hourly rate) x 20,000 hours = \$ (Amount)

(3) Media and Related Services:

\$ (blended hourly rate) x 13,000 hours = \$ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

\$ (blended hourly rate) x 7,000 hours = \$ (Amount)

(5) Field Events Marketing:

\$ (blended hourly rate) x 4,500 hours = \$ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

FOB: Destination

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MAX  
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0004		1	Lot	\$8,730,000.00	\$8,730,000.00 NTE

Additional Other Direct Expenses (ODEs)  
FFP

in Support of Emergent Tasks for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. This CLIN will be used in conjunction with CLIN 0003 - Additional Advertising Services. See Contract Line Item Number (CLIN) definitions.

Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016

FOB: Destination

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MAX  
NET AMT

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\$8,730,000.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0005	Field Events Marketing Services FFP	1	Lot	\$7,535,000.00	\$7,535,000.00 NTE

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016

FOB: Destination

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MAX NET AMT	\$7,535,000.00
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0006	Recurring Information Technology (IT) FFP	12	Months	\$ [REDACTED]	\$ [REDACTED]

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016

FOB: Destination

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MAX NET AMT	\$ [REDACTED]
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0007		1	Lot		

Diversity Outreach Services

FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Base Ordering Period: 07/20/2015 or date of award, whichever is later, to 07/19/2016

This CLIN requires the offeror to propose a fully burdened blended hourly rate for the Government estimated hours listed below. The fixed price blended hourly rate will be used to place task orders for services that fall outside the scope of services captured by CLIN 0001, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours. The not to exceed amount for ODE is also provided. Offerors shall propose blended labor rates and provide the total amount for the following:

\$ [REDACTED] blended hourly rate) x 5,000 hours = \$ [REDACTED] (Amount)

The following ODE amount shall be used \$175,000.00 NTE.

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR THE GOVERNMENT ESTIMATED HOURS PROVIDED ABOVE. THIS NUMBER SHALL BE ADDED TO THE ABOVE PROVIDED ODE NTE AMOUNT TO ARRIVE AT THE MAXIMUM AMOUNT FOR THIS CLIN. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE MAXIMUM AMOUNT.

In the event the offeror makes an apparent mathematical error in calculating the above extended or maximum amounts, the Government will consider the blended hourly labor rate proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours will be negotiated between the Government and the resultant Contractor; however, the blended labor rate utilized for the placement of task orders will be fixed based on the rate proposed above and incorporated into the resultant contract award.

FOB: Destination

MAX  
NET AMT

\$ [REDACTED]

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1001 OPTION	Basic Advertising Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 1 Ordering Period: 07/20/2016 to 07/19/2017 FOB: Destination	12	Months	\$ [REDACTED]	\$ [REDACTED]
MAX NET AMT					\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1002 OPTION	Space Charges, Media Placement, FFP and Postage in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 1 Ordering Period: 07/20/2016 to 07/19/2017 FOB: Destination	1	Lot	\$48,854,662.00	\$48,854,662.00 NTE
MAX NET AMT					\$48,854,662.00



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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1003 OPTION		1	Lot		

Additional Advertising Services  
FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 1 Ordering Period: 07/20/2016 to 07/19/2017

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:  
\$ (blended hourly rate) x 900 hours = \$ (Amount)

(2) Creative Strategy, Execution, and Production:  
\$ (blended hourly rate) x 20,000 hours = \$ (Amount)

(3) Media and Related Services:  
\$ (blended hourly rate) x 13,000 hours = \$ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:  
\$ (blended hourly rate) x 7,000 hours = \$ (Amount)

(5) Field Events Marketing:  
\$ (blended hourly rate) x 4,500 hours = \$ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

FOB: Destination



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MAX  
NET AMT



ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1004 OPTION	Additional Other Direct Expenses (ODEs) FFP in Support of Emergent Tasks for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. This CLIN will be used in conjunction with CLIN 1003 - Additional Advertising Services. See Contract Line Item Number (CLIN) definitions.  Option 1 Ordering Period: 07/20/2016 to 07/19/2017 FOB: Destination	1	Lot	\$8,895,870.00	\$8,895,870.00 NTE

MAX  
NET AMT

\$8,895,870.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1005 OPTION	Field Events Marketing Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$7,678,165.00	\$7,678,165.00 NTE

Option 1 Ordering Period: 07/20/2016 to 07/19/2017  
FOB: Destination

MAX NET AMT	\$7,678,165.00
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1006 OPTION	Recurring Information Technology (IT) FFP Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	12	Months	\$ [REDACTED]	\$ [REDACTED]

Option 1 Ordering Period: 07/20/2016 to 07/19/2017  
FOB: Destination

MAX NET AMT	\$ [REDACTED]
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1007 OPTION	Diversity Outreach Services FFP	1	Lot		

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 1 Ordering Period: 07/20/2016 to 07/19/2017

This CLIN requires the offeror to propose a fully burdened blended hourly rate for the Government estimated hours listed below. The fixed price blended hourly rate will be used to place task orders for services that fall outside the scope of services captured by CLIN 1001, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours. The not to exceed amount for ODE is also provided. Offerors shall propose blended labor rates and provide the total amount for the following:

\$ (blended hourly rate) x 5,000 hours = \$ (Amount)

The following ODE amount shall be used \$178,325.00 NTE.

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR THE GOVERNMENT ESTIMATED HOURS PROVIDED ABOVE. THIS NUMBER SHALL BE ADDED TO THE ABOVE PROVIDED ODE NTE AMOUNT TO ARRIVE AT THE MAXIMUM AMOUNT FOR THIS CLIN. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE MAXIMUM AMOUNT.

In the event the offeror makes an apparent mathematical error in calculating the above extended or maximum amounts, the Government will consider the blended hourly labor rate proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours will be negotiated between the Government and the resultant Contractor; however, the blended labor rate utilized for the placement of task orders will be fixed based on the rate proposed above and incorporated into the resultant contract award.

FOB: Destination

MAX  
NET AMT

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2001 OPTION	Basic Advertising Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 2 Ordering Period: 07/20/2017 to 07/19/2018 FOB: Destination	12	Months	\$ [REDACTED]	\$ [REDACTED]
				MAX NET AMT	\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2002 OPTION	Space Charges, Media Placement, FFP and Postage in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 2 Ordering Period: 07/20/2017 to 07/19/2018 FOB: Destination	1	Lot	\$51,732,522.00	\$51,732,522.00 NTE
				MAX NET AMT	\$51,732,522.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2003 OPTION		1	Lot	\$ [REDACTED]	[REDACTED] NTE

Additional Advertising Services  
FFP  
in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 2 Ordering Period: 07/20/2017 to 07/19/2018

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:  
\$ [REDACTED] (blended hourly rate) x 900 hours = \$ [REDACTED] (Amount)

(2) Creative Strategy, Execution, and Production:  
\$ [REDACTED] (blended hourly rate) x 20,000 hours = \$ [REDACTED] (Amount)

(3) Media and Related Services:  
\$ [REDACTED] (blended hourly rate) x 13,000 hours = \$ [REDACTED] (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:  
\$ [REDACTED] (blended hourly rate) x 7,000 hours = \$ [REDACTED] (Amount)

(5) Field Events Marketing:  
\$ [REDACTED] (blended hourly rate) x 4,500 hours = \$ [REDACTED] (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

FOB: Destination



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MAX  
NET AMT

\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2004 OPTION	Additional Other Direct Expenses (ODEs) FFP in Support of Emergent Tasks for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. This CLIN will be used in conjunction with CLIN 2003 - Additional Advertising Services. See Contract Line Item Number (CLIN) definitions.  Option 2 Ordering Period: 07/20/2017 to 07/19/2018 FOB: Destination	1	Lot	\$9,064,892.00	\$9,064,892.00 NTE

MAX  
NET AMT

\$9,064,892.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2005 OPTION	Field Events Marketing Services FFP	1	Lot	\$7,824,050.00	\$7,824,050.00 NTE

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 2 Ordering Period: 07/20/2017 to 07/19/2018  
FOB: Destination

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MAX NET AMT	\$7,824,050.00
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2006 OPTION	Recurring Information Technology (IT) FFP	12	Months	\$ [REDACTED]	\$ [REDACTED]

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 2 Ordering Period: 07/20/2017 to 07/19/2018  
FOB: Destination

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MAX NET AMT	\$ [REDACTED]
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2007 OPTION		1	Lot		

Diversity Outreach Services

FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 2 Ordering Period: 07/20/2017 to 07/19/2018

This CLIN requires the offeror to propose a fully burdened blended hourly rate for the Government estimated hours listed below. The fixed price blended hourly rate will be used to place task orders for services that fall outside the scope of services captured by CLIN 2001, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours. The not to exceed amount for ODE is also provided. Offerors shall propose blended labor rates and provide the total amount for the following:

\$ (blended hourly rate) x 5,000 hours = \$ (Amount)

The following ODE amount shall be used \$ NTE.

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR THE GOVERNMENT ESTIMATED HOURS PROVIDED ABOVE. THIS NUMBER SHALL BE ADDED TO THE ABOVE PROVIDED ODE NTE AMOUNT TO ARRIVE AT THE MAXIMUM AMOUNT FOR THIS CLIN. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE MAXIMUM AMOUNT.

In the event the offeror makes an apparent mathematical error in calculating the above extended or maximum amounts, the Government will consider the blended hourly labor rate proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours will be negotiated between the Government and the resultant Contractor; however, the blended labor rate utilized for the placement of task orders will be fixed based on the rate proposed above and incorporated into the resultant contract award.

FOB: Destination

MAX  
NET AMT

\$

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3001 OPTION	Basic Advertising Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	12	Months	\$ [REDACTED]	\$ [REDACTED]
Option 3 Ordering Period: 07/20/2018 to 07/19/2019 FOB: Destination					
MAX NET AMT					\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3002 OPTION	Space Charges, Media Placement, FFP and Postage in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$54,782,075.00	\$54,782,075.00 NTE
Option 3 Ordering Period: 07/20/2018 to 07/19/2019 FOB: Destination					
MAX NET AMT					\$54,782,075.00

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3003 OPTION		1	Lot		NTE

Additional Advertising Services  
FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 3 Ordering Period: 07/20/2018 to 07/19/2019

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

\$ (blended hourly rate) x 900 hours = \$ (Amount)

(2) Creative Strategy, Execution, and Production:

\$ (blended hourly rate) x 20,000 hours = \$ (Amount)

(3) Media and Related Services:

\$ (blended hourly rate) x 13,000 hours = \$ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

\$ (blended hourly rate) x 7,000 hours = \$ (Amount)

(5) Field Events Marketing:

\$ (blended hourly rate) x 4,500 hours = \$ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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MAX  
NET AMT



ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3004 OPTION	Additional Other Direct Expenses (ODEs) FFP in Support of Emergent Tasks for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. This CLIN will be used in conjunction with CLIN 3003 - Additional Advertising Services. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$9,237,124.00	\$9,237,124.00 NTE
Option 3 Ordering Period: 07/20/2018 to 07/19/2019 FOB: Destination					

MAX  
NET AMT

\$9,237,124.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3005 OPTION	Field Events Marketing Services FFP	1	Lot	\$7,972,707.00	\$7,972,707.00 NTE

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 3 Ordering Period: 07/20/2018 to 07/19/2019  
FOB: Destination

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MAX NET AMT	\$7,972,707.00
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3006 OPTION	Recurring Information Technology (IT) FFP	12	Months	\$ [REDACTED]	\$ [REDACTED]

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 3 Ordering Period: 07/20/2018 to 07/19/2019  
FOB: Destination

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MAX NET AMT	[REDACTED]
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3007 OPTION	Diversity Outreach Services FFP	1	Lot		

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 3 Ordering Period: 07/20/2018 to 07/19/2019

This CLIN requires the offeror to propose a fully burdened blended hourly rate for the Government estimated hours listed below. The fixed price blended hourly rate will be used to place task orders for services that fall outside the scope of services captured by CLIN 3001, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours. The not to exceed amount for ODE is also provided. Offerors shall propose blended labor rates and provide the total amount for the following:

\$ (blended hourly rate) x 5,000 hours = \$ (Amount)

The following ODE amount shall be used \$185,166.00 NTE.

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR THE GOVERNMENT ESTIMATED HOURS PROVIDED ABOVE. THIS NUMBER SHALL BE ADDED TO THE ABOVE PROVIDED ODE NTE AMOUNT TO ARRIVE AT THE MAXIMUM AMOUNT FOR THIS CLIN. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE MAXIMUM AMOUNT.

In the event the offeror makes an apparent mathematical error in calculating the above extended or maximum amounts, the Government will consider the blended hourly labor rate proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours will be negotiated between the Government and the resultant Contractor; however, the blended labor rate utilized for the placement of task orders will be fixed based on the rate proposed above and incorporated into the resultant contract award.

FOB: Destination

MAX  
NET AMT

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4001 OPTION	Basic Advertising Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 4 Ordering Period: 07/20/2019 to 07/19/2020 FOB: Destination	12	Months	\$ [REDACTED]	\$ [REDACTED]
				MAX NET AMT	\$ [REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4002 OPTION	Space Charges, Media Placement, FFP and Postage in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.  Option 4 Ordering Period: 07/20/2019 to 07/19/2020 FOB: Destination	1	Lot	\$58,013,568.00	\$58,013,568.00 NTE
				MAX NET AMT	\$58,013,568.00



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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4003 OPTION		1	Lot		NTE

Additional Advertising Services  
FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 4 Ordering Period: 07/20/2019 to 07/19/2020

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:  
\$ (blended hourly rate) x 900 hours = \$ (Amount)

(2) Creative Strategy, Execution, and Production:  
\$ (blended hourly rate) x 20,000 hours = \$ (Amount)

(3) Media and Related Services:  
\$ (blended hourly rate) x 13,000 hours = \$ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:  
\$ (blended hourly rate) x 7,000 hours = \$ (Amount)

(5) Field Events Marketing:  
\$ (blended hourly rate) x 4,500 hours = \$ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

FOB: Destination

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MAX  
NET AMT

[REDACTED]

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4004 OPTION	Additional Other Direct Expenses (ODEs) FFP in Support of Emergent Tasks for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. This CLIN will be used in conjunction with CLIN 4003 - Additional Advertising Services. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$9,412,630.00	\$9,412,630.00 NTE
Option 4 Ordering Period: 07/20/2019 to 07/19/2020					
FOB: Destination					

MAX  
NET AMT

\$9,412,630.00

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4005 OPTION	Field Events Marketing Services FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	1	Lot	\$8,124,189.00	\$8,124,189.00 NTE

Option 4 Ordering Period: 07/20/2019 to 07/19/2020  
FOB: Destination

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MAX NET AMT	\$8,124,189.00
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4006 OPTION	Recurring Information Technology (IT) FFP Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.	12	Months	\$ [REDACTED]	\$ [REDACTED]

Option 4 Ordering Period: 07/20/2019 to 07/19/2020  
FOB: Destination

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MAX NET AMT	\$ [REDACTED]
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4007 OPTION	Diversity Outreach Services FFP	1	Lot		

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Option 4 Ordering Period: 07/20/2019 to 07/19/2020

This CLIN requires the offeror to propose a fully burdened blended hourly rate for the Government estimated hours listed below. The fixed price blended hourly rate will be used to place task orders for services that fall outside the scope of services captured by CLIN 4001, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours. The not to exceed amount for ODE is also provided. Offerors shall propose blended labor rates and provide the total amount for the following:

\$ (blended hourly rate) x 5,000 hours = \$ (Amount)

The following ODE amount shall be used \$188,684.00 NTE.

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR THE GOVERNMENT ESTIMATED HOURS PROVIDED ABOVE. THIS NUMBER SHALL BE ADDED TO THE ABOVE PROVIDED ODE NTE AMOUNT TO ARRIVE AT THE MAXIMUM AMOUNT FOR THIS CLIN. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE MAXIMUM AMOUNT.

In the event the offeror makes an apparent mathematical error in calculating the above extended or maximum amounts, the Government will consider the blended hourly labor rate proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours will be negotiated between the Government and the resultant Contractor; however, the blended labor rate utilized for the placement of task orders will be fixed based on the rate proposed above and incorporated into the resultant contract award.

FOB: Destination

MAX  
NET AMT



NOTE

The automated procurement system in which this contract award has been prepared does not allow for the contractor's signature to appear on the contract; however, a bilaterally signed copy of the contract is included in the contract file

Y&R's proposal dated 12 June 2014 as revised by Y&R's submission of 21 January 2015 and Final Proposal Revision dated 12 March 2015 in response to request for proposal (RFP) N00189-14-R-Z004 as revised by amendments 0001 – 0009 and Y&R's certifications and representations are hereby incorporated into this contract by reference.

PERFORMANCE WORK STATEMENT  
CLIN DEFINITIONS

**CONTRACT LINE ITEM NUMBER (CLIN) DEFINITIONS**

**1. CLINs FOR BASIC ADVERTISING SERVICES (CLINs ending in -001)**

This CLIN includes all labor required to perform the services identified in both the Performance Work Statement (PWS) and the approved Annual Marketing and Advertising Plan. It also covers labor for: (a) Media Planning and Buying Services to execute Space Charges, Media Placement, and Postage (CLINs ending in -002), and (b) Field Events and Marketing Services (CLINs ending in -005). This CLIN also includes all indirect costs (overhead, general and administrative, fringe, etc), other direct expenses (travel, material, telephones, etc.), and the facilitation of the yearly annual planning meeting, including the price for the facility, if applicable.

This CLIN DOES NOT cover the actual prices for Space Charges and Media, actual Postage charges for national and direct mailings (CLINs ending in -002), and Other Direct Expenses (ODEs) associated with Field Events Marketing Services (CLINs ending in -005) since these items are to be priced under the applicable CLINs identified below.

**2. CLINs FOR SPACE CHARGES, MEDIA PLACEMENT, AND POSTAGE (CLINs ending in -002)**

This CLIN will support pass through of actual prices for Space Charges and Media Placement for various media purchases to include, but not limited to, television, radio, online and emerging media, print (i.e., magazines, newspapers), and out-of-home.

The contractor shall use its best efforts to obtain the lowest commercial rate available for media placement. The contractor will pass on any applicable rebates and discounts to the Government (Media Placement cost minus rebate or discount equals media price). All media discounts and merchandising credits shall accrue to the Government. Labor associated with Space Charges and Media Placement shall be included under the CLIN for Basic Advertising Services (CLINs ending in -001).

This CLIN will also support pass through of actual costs for Postage required for all national and local direct mailings. Labor associated with all mailings shall be included under the CLIN for Basic Advertising Services (CLINs ending in -001).